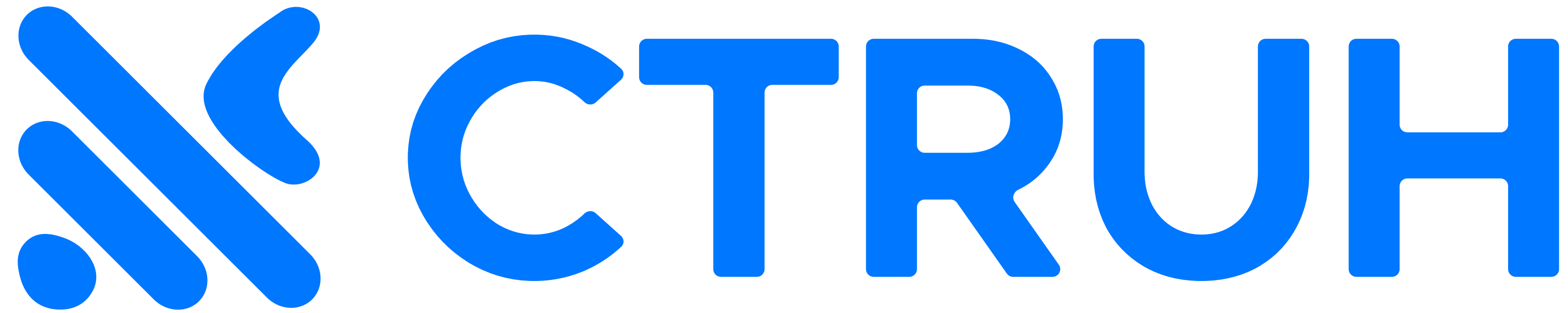


Brand Guidelines



[See-through 

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About Us

Ctruh is the infrastructure layer for the immersive web. For years, 3D required Unity, Unreal, expensive hardware, and end-user downloads, keeping it out of reach for most businesses. We've built the missing layer: a proprietary browser-native 3D engine at the core, paired with VersaAI to convert text, images, and video into production-ready 3D. This enables brands and businesses to design, manage and deploy interactive 3D experiences without complex technical barriers.

Mission & Vision

Make 3D & XR accessible, scalable, and affordable for every brand, business, and platform.

Become the 3D infrastructure layer that powers the immersive internet for every brand, business, and platform.

Logo Lockups

Vertical : Primary brand usage

Horizontal : UI, headers, and wide layouts

Use appropriate lockup based on space and layout requirements.

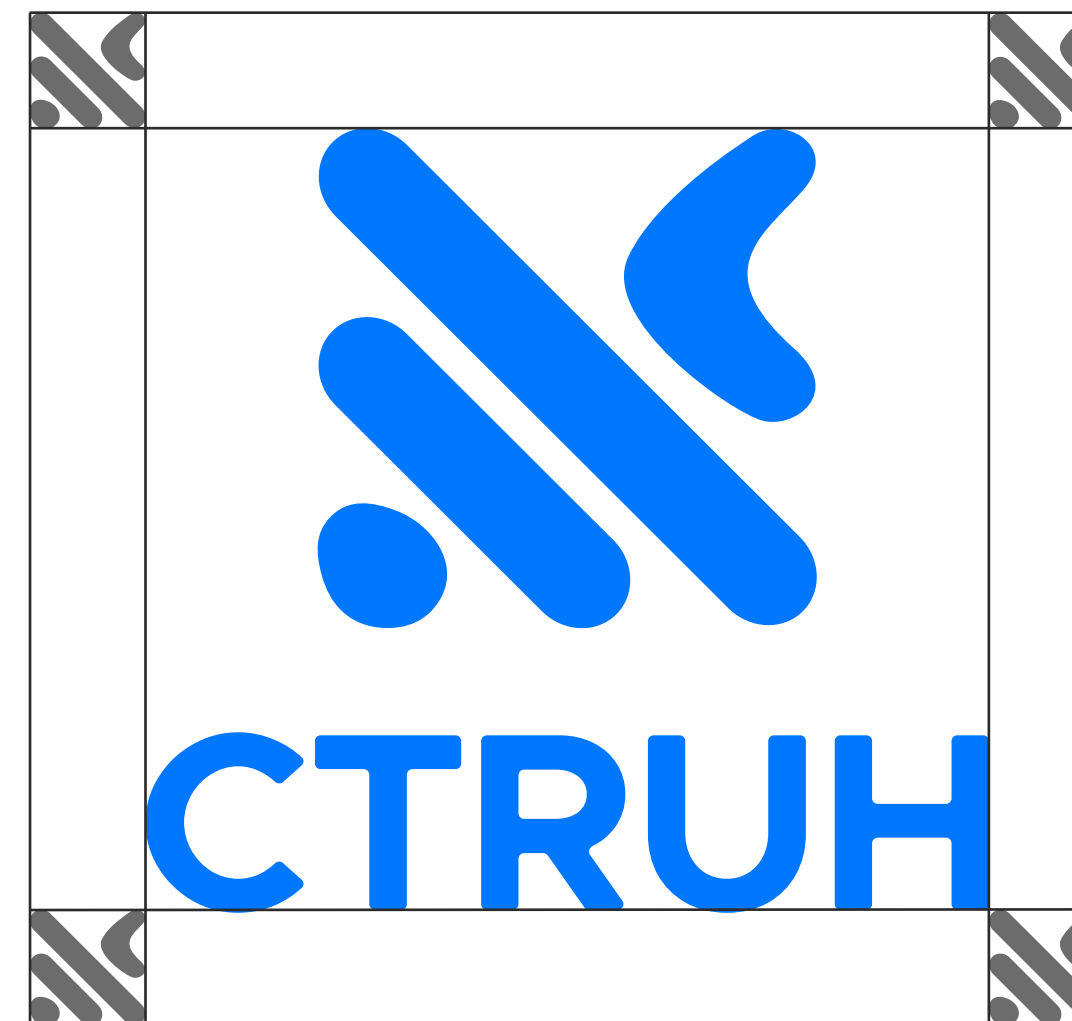


Clearspace = Height of the Icon/2

Clear Space

Maintain clear space equal to half the icon's height around the logo.

This ensures visibility, balance, and prevents visual clutter.



Logo Variants

White : Dark backgrounds

Black : Light backgrounds

Blue : Neutral/light use

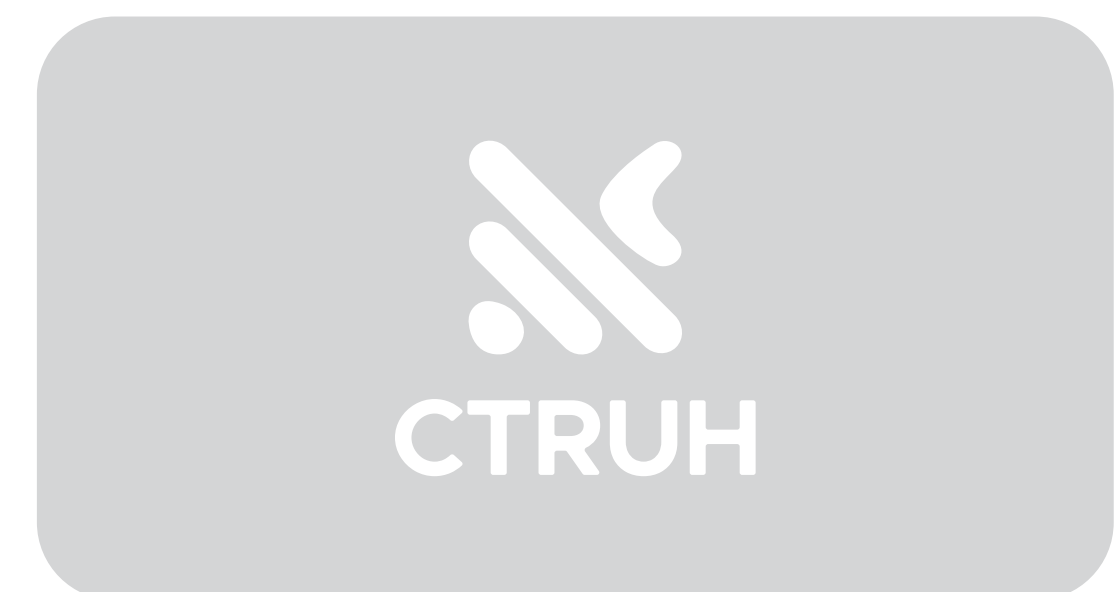
Gradient : Premium/digital usage

Use variants to maintain contrast and visual consistency.

Primary Logo



Secondary Logo



[Download All Assets](#)

Icon Usage

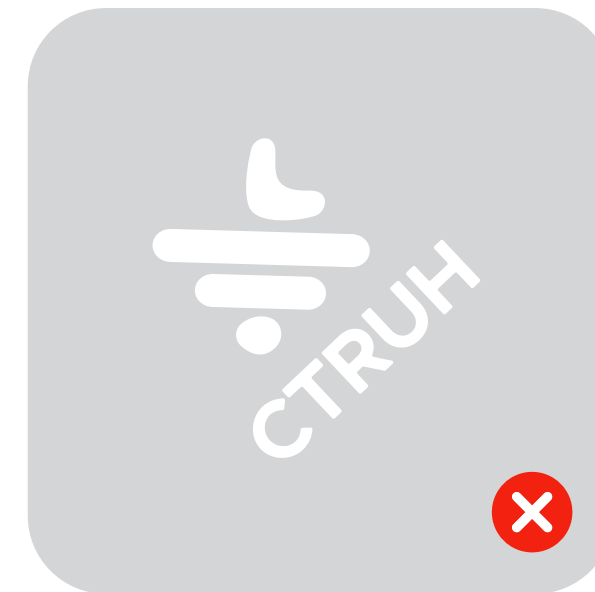
The icon represents accessibility and ease of creating immersive 3D experiences.

It can be used independently in compact spaces such as apps, favicons, or UI elements.

Icon Variants

Available in white, black, blue, and gradient.

Ensures adaptability across light and dark interfaces while maintaining brand recognition.



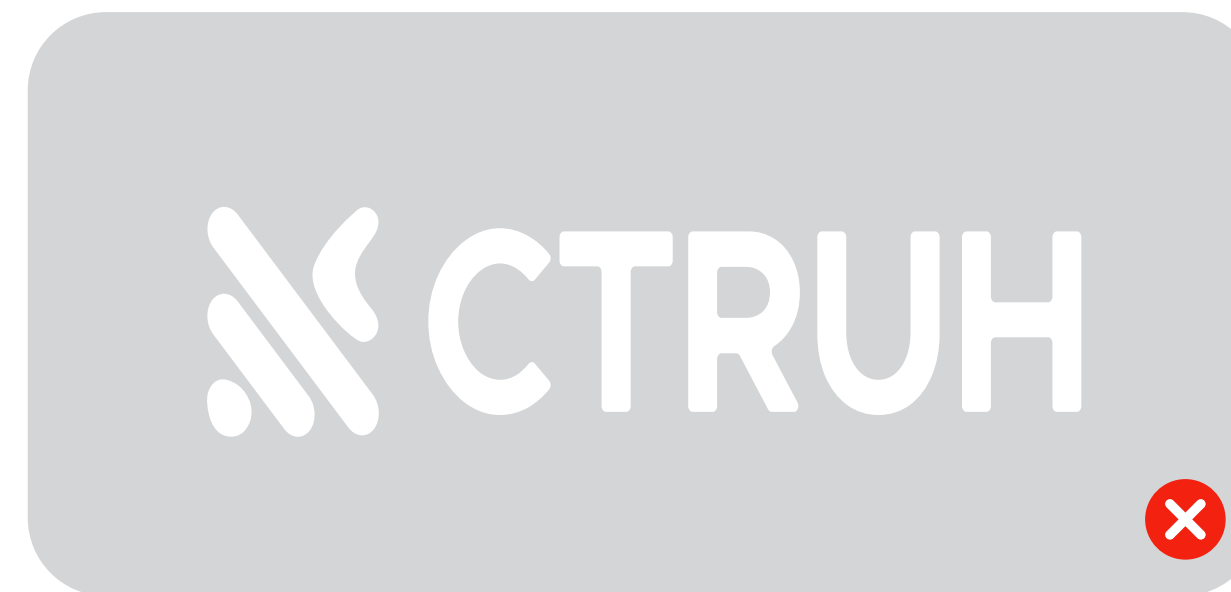
Don't distort the logo in any way



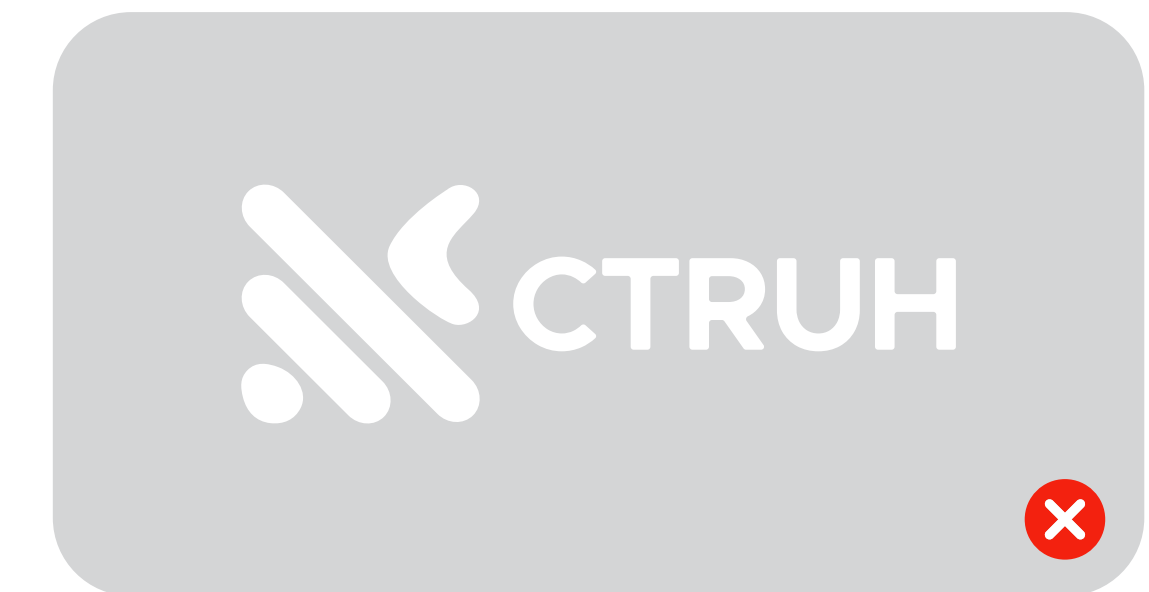
Don't alter the colours of the logo



Don't alter the colours of the logo



Don't alter the relationship between the elements



Don't rotate or use the logo at an angle





Our Products

5 Powerful products. *1 Unified ecosystem.*
Built to empower creators, businesses, and communities.



 [Download All Assets](#)

Metropolis

Font Preview

Aa

Metropolis
Metropolis
Metropolis
Metropolis
Metropolis

AA BB CC DD EE FF GG EE FF GG HH II JJ KK LL
mm nn oo pp qq rr ss tt uu vv ww xx yy zz
1234567890!@#\$%^&*)(_+<>:;'.\|

H1

Metropolis Bold
48-56 px
Used for main headings

Build immersive experiences

H2

Metropolis SemiBold
24-32 px
Used for subheadings

AI-powered XR platform

Body

Metropolis Regular
14-16 px
Used for paragraphs and UI text

Create and publish 3D content easily.



[Download All Assets](#)

Degular

Font Preview

Aa

Metropolis
Metropolis
Metropolis
Metropolis
Metropolis

AA BB CC DD EE FF GG EE FF GG HH II JJ KK LL
mm nn oo pp qq rr ss tt uu vv ww xx yy zz
1234567890!@#\$%^&*)(_+<>:”,.\|

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Color Palette

The Ctruh color palette is built to represent technology, clarity, and trust.

A minimal set of colors ensures strong brand recognition and a clean visual experience across all platforms.

Maintain balance and avoid overuse of colors.

#0077FF (Core brand color)

Primary Blue

CTAs, highlights, key elements

#001B99 (Depth & reliability)

Deep Blue


Backgrounds, sections, emphasis


#FFFFFF (Clarity & space)

White

Backgrounds, spacing, readability



 **CTRUH**
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 3rd Floor, Obeya Silk, NGR Layout, Siddappa Layout,
 Madiwala Post, Bommanahalli, Bengaluru,
 Karnataka 560068

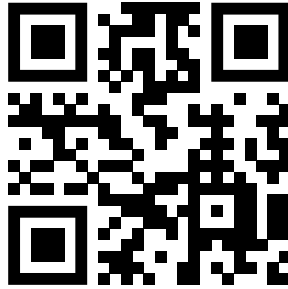
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 CIN: U72900KA2022PTC169158
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www.ctruh.com

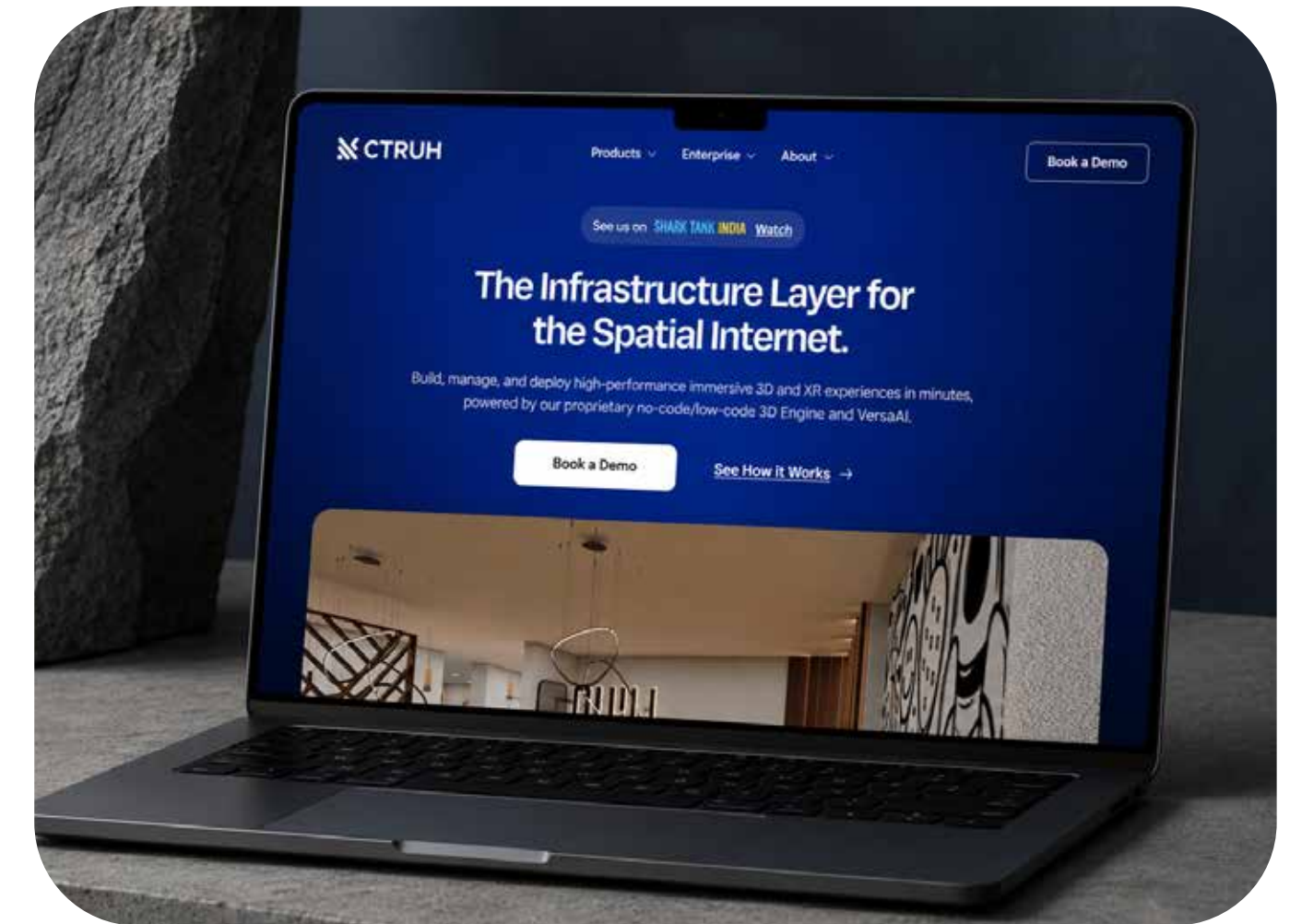
Firstname Lastname
 Designation

Email ID – name@ctruh.com
 Contact – +91 XXXXX XXXXX



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 Madiwala Post, Bommanahalli, Bengaluru, Karnataka 560068







THANK YOU